

METHOD AND SYSTEM FOR ACCESSING APPLICATIONS AND  
DATA AND FOR TRACKING OF KEY INDICATORS ON MOBILE  
HANDHELD DEVICES

ABSTRACT OF THE DISCLOSURE

A method, system, and apparatus for accessing data-driven websites and applications on a mobile client device are described. A request for a website received from the mobile client device is transmitted to a provider. At least one web page template of the website and application data corresponding to the at least one web page template is received from the provider in response to the request, and is transmitted to the mobile client device. Thereafter, in an offline mode, the mobile client device can display a plurality of web pages corresponding to the website, each web page displaying corresponding data of the application data formatted according to a common format provided by the at least one web page template. Furthermore, a method, system, and apparatus for tracking the usage of applications on a mobile client device is provided. The occurrence of at least one user initiated event on the mobile client device during offline operation is enabled. Usage data corresponding to the occurrence of the user initiated event(s) is stored on the mobile client device. The mobile client device is synchronized with a server. The usage data is transmitted to the server.

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